

MAG ITS Strategic Plan Update

Technical Memorandum #1

- Revised Scope of Work
- Vision and Mission Statements
- Stakeholder Involvement Plan
- Project Schedule
- Deliverables

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1. REVISED SCOPE OF WORK

This section outlines the major tasks required to be performed by the CONSULTANT in order to produce the needed analyses and deliverables to MAG. Kimley-Horn's approach to the project, based on the following scope of work, was presented to the RISG at the September 15, 1999 meeting. A copy of this overview presentation is included as an Appendix to this technical memorandum.

1.1 Task 1: Review Project Approach and Outline for Stakeholder Involvement Plan

At the project kick-off meeting the CONSULTANT will meet with the Regional ITS Stakeholder Group (RISG) to review the proposed project approach, outline for Stakeholder Involvement Plan (see Task 3), proposed schedule and deliverables. Review comments will be addressed in the Revised Scope of Work.

Deliverable: Results from this task shall be included in Technical Memorandum No. 1.

1.2 Task 2: Review Vision and Mission

The CONSULTANT shall review and modify the vision and mission statements in the current strategic plan, if necessary, to reflect the likely future role of ITS in the region. This activity will be carried out at the project kick-off meeting.

Deliverable: Results from this task shall be included in Technical Memorandum No. 1.

1.3 Task 3: Stakeholder Involvement Plan

The CONSULTANT shall develop and implement an ITS Stakeholder Involvement Plan to seek input from a broad group of ITS stakeholders and end users in the MAG region. The reference here is not to RISG members but to other stakeholders currently not involved in ITS planning or implementation. This plan shall include:

- four focus groups to be conducted in the region;
- four project newsletters (printing and mailing by MAG);
- 1-800 project hotline to be maintained for duration of project; and
- an internet page at the MAG website.

Deliverable: Results from this task shall be included in Technical Memorandum No. 1.

1.4 Task 4: A Multimedia Presentation on An Overview of ITS

The CONSULTANT shall develop an overview of ITS that describes the potential of ITS to non-technical audiences in the region. This overview will include examples from the MAG region, elsewhere in Arizona and the nation. It will clearly identify the prevailing urban congestion problems and how they are addressed by various ITS applications. Material from FHWA'S ITS Awareness Seminar and local ITS implementation examples may be incorporated. The Powerpoint presentation based on this overview shall not exceed 20 minutes. The

CONSULTANT is encouraged to be creative in selecting suitable cost-effective technology/media for this presentation to enable delivery to a wide audience.

Deliverable: Technical Memorandum No. 2 shall include: A two-page introduction to the multimedia presentation on An Overview of ITS; a prototype of the presentation to be shown to RISG for review; upon RISG approval, one hundred (100) copies of the media will be delivered to MAG.

1.5 Task 5: Define Problems, Existing and Planned Systems and Established Regional Goals

The CONSULTANT shall identify regional transportation problems/issues, goals, objectives and opportunities for addressing them through implementation and integration of ITS services. This task will link the ITS strategic plan to the planning process. The following issues or areas will be addressed:

- Solicit stakeholder input on problems/issues at the four focus groups, through newsletters, toll free telephone line and the web page;
- Develop an inventory of existing and planned multimodal transportation systems;
- Identify need for integration of ITS systems and components;
- Flexibility in tailoring ITS deployment and operations to local needs;
- Electronic information sharing between stakeholders; and
- Areas for future ITS expansion.

Deliverable: Technical Memorandum No. 3 shall include: regional transportation goals and objectives; and an inventory of existing and planned multimodal transportation systems opportunities for ITS deployment and integration.

1.6 Task 6: Review and Update User Service Focus

The CONSULTANT shall review the ITS User Services identified as appropriate for the region in 1995. The current list of 31 ITS User Services will be reviewed for applicability with consideration for including Commercial Vehicle Operations and Archived Data User Services in the plan.

The following issues will be addressed:

- Identify needed user services by matching the identified needs with appropriate ITS user services;
- Establish user service objectives and performance criteria and formulate the objectives to be achieved by implementing the identified user services;
- Specify the criteria to be used to measure the degree of success (performance) of the user services when they are deployed; and
- Develop an Integrated User Service Plan: group the needed user services into like bundles; establish interactions among these user services; and categorize the bundles as having short term, medium term, and long term potential for implementation.

Deliverable: Technical Memorandum No. 4 shall include: an updated list of applicable ITS user services for the MAG region; a list of user service objectives, performance criteria and measures of effectiveness; and an Integrated User Service Plan.

1.7 Task 7: Identify and Screen ITS Market Packages

The CONSULTANT shall identify and screen ITS market packages. This will result in a mapping of ITS solutions against the regional goals, objectives and problems. ITS market packages will be identified for applicable ITS projects and services. Market packages will be prioritized into high/medium/low priority and classified into:

- short-term (2002-2006);
- mid-term (2007-2011); and
- long-term (2012-2021).

Deliverable: Technical Memorandum No. 4 shall include: a list of applicable ITS market packages for the MAG region; a set of specific functional capabilities of each market package; and a prioritized list of market packages and associated ITS projects and services.

1.8 Task 8: Develop Regional ITS Architecture

This task will involve the development of a regional ITS architecture that will serve as a high-level template for regional ITS project development and design. The architecture should be consistent with the National ITS Architecture. The following are some of the topics to be addressed:

- Develop logical and physical architectures;
- Incorporate AZTech architecture;
- Ensure compatibility with the statewide ITS architecture developed by ADOT for rural areas;
- Identify institutional actions needed to support ITS implementation; and
- Recommend technologies for near-term program.

The regional architecture shall:

- Identify the different transportation management systems in the MAG region and how they will interact;
- Allow multiple agencies, service providers and users to communicate;
- Show responsibilities of different organizations and service providers involved in the system;
- Identify communications and data flows among participants;
- Support the development of open systems (i.e. systems with interfaces that use standard or known communication protocols);
- Incorporate existing and planned systems;
- Allow accommodation of new technologies in the future;

- Provide a framework for multiple design choices; and
- Provide structure for future planning and growth.

The following issues will be addressed:

- Identify logical architecture based on user service requirements;
- Identify physical architecture at the subsystem and information flow level; and
- Describe regional ITS architecture in terms of subsystems and market packages, to facilitate specific project recommendations.

Deliverable: Technical Memorandum No. 5: Regional ITS Architecture.

1.9 Task 9: Define Operational and Implementation Strategies

The CONSULTANT shall establish the general operating concepts and identify roles and responsibilities in the development and operation of regional systems. This task will also identify currently available and future planned agency resources required to support operations and maintenance of systems identified in the Implementation Plan. The following issues will be addressed:

- Regional collaboration on ITS operations and maintenance;
- Funding sources and agency responsibilities, identify how each agency will support operation and maintenance, identify current staffing, required staffing O&M costs, funding plan;
- Procedures for handling multi-jurisdictional operational issues;
- Potential public-private partnerships; and
- An assessment of which ITS services should be focused on by public sector and which should be best left for private sector.

Deliverable: Technical Memorandum No. 6 shall include: Operational and Implementation Strategies; potential structure for regional collaboration; potential funding sources for operation and maintenance; and procedures for handling multi-jurisdictional operational issues.

1.10 Task 10: Develop ITS Implementation Plan

The CONSULTANT shall develop short-, medium- and long-term implementation plans for the region and identify how ITS programs and projects fit in the plan and the planning process. The following areas will be addressed:

- ITS regional framework and implementation plan;
- Links between the Strategic Plan and Annual Work Program;
- Identify potential near-term projects for inclusion in TIP; and
- Incorporate the ITS project rating system.

Deliverable: Technical Memorandum No. 6: Regional ITS Implementation Plan.

1.11 Task 11: Develop ITS Telecommunications Plan

The CONSULTANT shall develop a telecommunications plan for the region to support both continuation of existing systems and future systems identified in the implementation plan. The following topics will be addressed:

- Define current ITS telecommunication framework;
- Identify current and future ITS telecommunication needs;
- Assess the impact of technologies and standards;
- Review current and planned telecommunications infrastructure;
- Explore opportunities for collaboration with telephone, electric utilities, cable TV providers;
- Develop the near-term telecommunications plan as a TIP project; and
- Develop a strategy to address medium and long-term needs.

Deliverable: Technical Memorandum No. 7: Regional ITS Telecommunications Plan.

1.12 Task 12: ITS Evaluation Plan

The CONSULTANT shall develop a practical plan for systematically evaluating all future ITS projects. This plan will be developed in full consultation with the agencies that would eventually be responsible for executing the plan. It will include the identification of:

- Agency responsibilities;
- Data requirements;
- Infrastructure needs;
- Resource needs; and
- Possible links between evaluation and ITS planning process.

Deliverable: Technical Memorandum No. 8: ITS Project Evaluation Plan.

1.13 Task 13: ITS Training and Capacity Building Plan

To support and expand ITS deployment in the region, it is important that essential training be made available for building the technical capacity of agency staff. Other strategies such as sharing staff with technical expertise may also be feasible. The CONSULTANT shall develop an ITS training and capacity building plan for the region. The following areas will be addressed:

- Identify priority areas for ITS training;
- Identify existing resources LTAP, Universities, Internet-based training;
- Identify implementable short-term strategies;
- Develop a plan to address needs;
- Identifying required resources; and
- Identify a long-term plan for ITS training and capacity building.

Deliverable: Technical Memorandum No. 9: ITS Training and Capacity Building Plan.

1.14 Task 14: Draft Final Report, Executive Summary, Presentations and Final Report

The CONSULTANT shall prepare a Draft Final Report that consists of a summary of each of the technical memoranda and a four-page stand alone Executive Summary.

The CONSULTANT shall prepare and deliver a total of five formal presentations of the project progress and final results to MAG Transportation Review Committee (3), MAG Management Committee (1) and MAG Regional Council (1). Any comments received at MAG presentations will be addressed and incorporated in the Final Report.

Deliverable: Regional ITS Strategic Plan - Final Report and Executive Summary.

1.15 Task 15: Project Meetings

The CONSULTANT will participate in ten project oversight meetings. Project oversight will be provided through the Regional ITS Stakeholder Group (RISG). This group will comprise of MAG ITS Committee members and other key ITS stakeholders in the region. The RISG will review and approve each of the project deliverables. The RISG meetings will be held from 10:00AM to Noon and would follow the monthly MAG ITS Committee meetings. MAG ITS Committee meetings will be held on the third Wednesday of each month from 9:00 AM to 9:45AM. All RISG meetings will be held at the downtown MAG office building.

The CONSULTANT will also be required to meet and/or communicate with the MAG Project Manager through regular meetings. Communications related to project management, between the CONSULTANT and MAG Project Manager will be via electronic mail whenever possible.

The CONSULTANT will prepare agendas for the meetings and provide them to the MAG Project Manager 10 days before the meeting. The CONSULTANT will take notes at the Regional ITS Stakeholders Group meetings and make them available to the MAG Project Manager one week after the meetings. The CLIENT will send out notices of meetings, agendas, and minutes to all the participants in the project. All notices, agendas, and minutes will be posted at the project web site.

2. VISION AND MISSION STATEMENTS

In keeping with the advances in ITS deployment in the MAG region, the current ITS vision and mission statements were reviewed. The Regional ITS Stakeholders Group (RISG) developed the following new vision and mission statements at its 9/15/99 meeting, with an update to the vision at the meeting on 10/20/99. The vision statement is intended to be regionally applicable (summarize the ITS goals, as a whole, for the MAG region), and the mission statement summarizes the major goals and objectives of the *MAG ITS Strategic Plan Update*.

VISION: Enhance the quality of life in the MAG region by applying technology and information sharing to improve the multimodal transportation system.

MISSION: To plan, implement and evaluate appropriate ITS technologies consistent with the national ITS program that address regional goals and objectives of the transportation users.

3. STAKEHOLDER INVOLVEMENT PLAN

Stakeholder involvement in the development of the *MAG ITS Strategic Plan Update* is critical to its success – the information gathered as part of the stakeholder involvement and outreach phase will serve as the foundation for the entire project. The challenge of stakeholder involvement will involve reaching out to these specific individuals, groups and organizations and encouraging participation and feedback. To accomplish this endeavor, the study team will use several outreach methods, including interactive focus group workshops, a project web page, a project hotline, and newsletters.

3.1 Stakeholder Database

A comprehensive database has been developed of people and organizations interested in ITS solutions for transportation needs in the MAG region. In addition to those individuals and/or groups with an interest in the transportation arena, non-traditional stakeholders also have been included to try to involve as many people as possible in the development of the *MAG ITS Strategic Plan Update*. Key stakeholder target groups include:

- Government agencies within the MAG region (Maricopa County, cities, Arizona DOT, Federal Highway Administration, etc.);
- Special transportation planning groups and coalitions (Arizona Transportation Quality Initiative, Governor's Transportation Task Force, etc.);
- Native American communities and organizations;
- Community, tourist, and traveler information services (AAA Arizona, Arizona Office of Tourism, Downtown Phoenix Partnership, etc.);
- Educational institutions (Arizona State University, Phoenix College, Maricopa Community Colleges, etc.);
- Local media, particularly those involved with traffic reporting (radios and broadcast TV);
- Private trucking and transportation companies and associations;
- Emergency Management Services, Department of Public Safety, and assistance providers; and
- Professional engineering/transportation groups and organizations, technology vendors (i.e., ITS Arizona, ITE, etc.).

3.2 Stakeholder Outreach

3.2.1 Focus Group Workshops

Four focus group workshops will be conducted prior to November 30, 1999. This will provide stakeholders with several opportunities to participate in the ongoing development of the *MAG ITS Strategic Plan Update*, as well as provide the team with valuable information about the preferred needs of the region's transportation system. Although anyone who would like to attend a focus group is welcome to do so, each of the four workshops will target specific users, as described in this section. Invitation flyers will be faxed and e-mailed to key stakeholders to remind them of the date, time, and location of the upcoming meetings.

The meeting format for each of the focus groups will begin with a presentation by Kimley-Horn staff. This presentation will provide an overview of ITS and highlight current specific applications in the MAG region and throughout Arizona. The presentation will provide a description of the key elements of the study and the *MAG ITS Strategic Plan Update's*

objectives in an effort to ensure that stakeholders have a strong understanding of the potential of ITS to solve existing and future transportation problems. Workshop formats will vary depending on the specific audience; however, all workshops will include a brainstorming element to allow the participants to provide input. This is intended to be both a verbal and interactive process whereby the participants will share with the team members their needs, concerns, and priorities.

The project team will develop a questionnaire to solicit feedback from stakeholders. It will be included in the first newsletter as a special insert which can be mailed back to the study team, distributed at each of the focus group workshops, and posted on the web page. The questionnaire will address specific needs and problems on freeways and arterials in the MAG region, and provide space for the responder to include ideas for solving those problems with ITS. A copy of the questionnaire is included in the **Appendix**.

3.2.2 Workshop Outlines and Schedules

Workshop #1 – October 26, 1999

The first focus group workshop is scheduled from 10:00 a.m. to 12:00 p.m. at the MAG offices located at 302 N. 1st Avenue, Suite 300. This workshop will be aimed at public agencies including cities, county, state and federal representatives.

This meeting will allow public stakeholders to discuss issues, problems and challenges of ITS within their communities, as well as provide an opportunity for the various agencies to work together to help build consensus. Involvement by federal staff may provide a unique perspective into the equipment compatibility issues of the different agencies within the region, as well as insight into long-term federal goals for the national ITS program. This also will provide a forum to update the team on existing and/or planned ITS programs or technologies within the various agencies.

Workshop #2 – November 2, 1999

The second workshop will be held in conjunction with the ITS Arizona Sixth Annual Conference in November at the YWCA Leadership Development Center located at 9440 N. 25th Avenue in Phoenix. This venue will allow the team access to industry colleagues from the public and private sectors who have a strong understanding of the region's transportation needs and challenges within the context of ITS. It is anticipated that several technology vendors and developers also will be on-hand.

The team's approach will be to include the ITS questionnaire in the registration packets, and at a project booth. The team will be providing a special door prize drawing for participants who completed the questionnaire. Additionally, the team will have an area set up with boards and flip charts, which will be manned by one of the team members throughout the day-long conference. These flip charts will provide an opportunity for conference attendees to provide their input in lieu of completing a questionnaire. Copies of the newsletter also will be made available.

Workshop #3 – November 17, 1999

The third workshop is scheduled for November 17 from 6:30 p.m. to 8:30 p.m. at the Arizona Builder's Alliance located at 2702 N. 3rd Street in Phoenix. Reminder invitations will be faxed or e-mailed to local transit agencies, commercial trucking and transportation providers (taxicabs, shuttles, rental car fleets, etc.), tourism industry representatives, and the

education community. A special effort will be made to reach organizations involved in commuting/ridesharing, particularly through local agencies or educational institutions. This workshop also will be advertised to the general public in an effort to gain information from individuals outside of the technical and transportation industries. This meeting will be open to any stakeholder to attend if he/she was not able to attend one of the previous workshops.

Workshop #4 – November 18, 1999

The fourth workshop will be held on November 18 at Rural Metro, located at 4141 N. Granite Reef Road in Scottsdale. The focus of this workshop will be with the Emergency Services and Public Safety stakeholders. Incident management and coordination is a high-profile focus area of ITS.

This workshop will be coordinated with a regularly-scheduled meeting of the 911 PSAP Managers Group, with invitations to be faxed to additional potential attendees. Information from this group will provide the team with valuable insight and perspective on transportation needs and issues relative to incident management and emergency services agencies. Some possible topics of discussion include systems tracking for emergency vehicles, emergency vehicle preemption which may be necessary or already being implemented in the valley, and enhanced dispatch coordination. This will give the group an opportunity to discuss various ITS technologies and the overall effect they already have or the potential might have if deployed in the future. These professional groups also will provide the team with valuable input into new ideas based on specific needs they have within their industry in order to merge effectively with ITS.

3.2.3 Project Newsletters

A total of four project newsletters will be developed throughout the study. The first and the last newsletters will be produced as four-page newsletters, and the two interim newsletters will be a double-sided single page. The newsletters will be in color with appropriate graphics to correspond with the text. Mailing information will be on the back page of the newsletter to allow for folding and mailing without envelopes. The newsletters will be printed and distributed by MAG. Below is a preliminary outline of the information to be included in each newsletter.

Newsletter #1 (Distributed in October, 1999, prior to the workshops)

- Brief introduction to ITS in the MAG region and highlight of regional achievements;
- Overview of goals for *MAG ITS Strategic Plan Update*;
- Schedule of focus group workshops;
- Questionnaire;
- MAG/study team contacts;
- Web site advertisement;
- Toll free number; and
- ITS questionnaire.

Newsletter #2 (Distribute in January, 2000)

- Project update, findings and defined challenges;
- Introduction of public/private partnerships and opportunities;

- Update on project milestones and schedule;
- MAG/study team contacts;
- Web site advertisement; and
- Toll free number.

Newsletter #3 (Distribute in May, 2000)

- Project update, findings and overview of telecommunications plan;
- Update on project milestones and schedule;
- MAG/study team contacts;
- Web site advertisement; and
- Toll free number.

Newsletter 4, Executive Summary (Distribute in August, 2000)

- Overview of study conclusions and deployment plan;
- Overview of key technology/program recommendations;
- Define operational and implementation strategies;
- Funding requirements;
- MAG/study team contacts;
- Web site advertisement; and
- Toll free number.

Newsletters will be mailed to the stakeholders in the database. Newsletter #1 will be distributed prior to the four focus group workshops. The newsletter distribution is structured to correspond to key milestones in the study to ensure that the stakeholders are kept informed at strategic points in the *MAG ITS Strategic Plan Update*. Newsletters also will be posted on the ITS web page.

3.3 Web Site

Kimley-Horn, in cooperation with MAG, will design and maintain an Internet page with information about the *MAG ITS Strategic Plan Update*. This will allow sharing of information with all stakeholders. Boilerplate web pages will be prepared and placed on the MAG Internet server (www.mag.maricopa.gov/ITS/index.html). As documents are finalized completed, they will be converted to Acrobat format and sent electronically to the MAG webmaster for inclusion on the web site.

Information that will be available through the Web site will include:

- Project scope of work as presented within the contract;
- Stakeholders' involvement plan;
- ITS questionnaire;
- Project schedule;
- Project deliverables;
- Vision and mission statements;
- Overview of ITS presentation;

- Technical memoranda;
- Meeting minutes and agendas;
- Hotline number and project e-mail address;
- Presentations to committees;
- Project newsletters;
- Final report; and
- Executive Summary.

3.4 Project E-mail Address

A project e-mail address has been established (mag-its@mag.maricopa.gov). This address will be provided in the newsletters and on the web site. This address will serve as another means for receiving input and addressing questions from stakeholders.

3.5 Project Hotline

RH & Associates will maintain a toll-free project hotline (877-471-7526) that will be answered by a qualified answering service. The firm will ask the caller specific information to gain an understanding of the nature of the call; name, company/agency, phone number and area of concern or interest. A member of the Kimley-Horn team or the MAG project manager will respond to all calls within a 24-hour period. All calls will be handled with the utmost professionalism. All calls to the hotline will be logged.

3.6 Media Plan

Communication with the media will include a news release to announce the Focus Group Workshop to be held on November 17, 1999. News releases will be issued to inform the public about the study and to encourage interest and attendance at the focus group workshop. News releases will be drafted by Kimley-Horn, as needed, with input from MAG media relations/public involvement staff.

A project kick-off release also will be sent to ITS America to be posted on their website.

All news releases will appear on MAG letterhead. The purpose of using MAG letterhead is to maintain a single point of contact to build continuity and capitalize on building good working relationships with media organizations and MAG.

Kimley-Horn also will work with MAG media relations personnel to identify other cost-effective media to advertise the third focus group. Radio announcements, local web sites, local access cable channels, etc. will be contacted and evaluated to determine their effectiveness to reach out to the intended audience.

A concerted effort will be made to include media representatives on the stakeholder list, particularly news media that provide traffic reports via radio and television broadcasts.

4. FINAL PROJECT SCHEDULE

The schedule below shows milestone dates for delivery of final project deliverables.

TASK	SCHEDULE FOR COMPLETION
Review Project Approach	November 16, 1999
Review Vision & Mission	November 16, 1999
Stakeholder Involvement Plan	November 16, 1999
Overview of ITS Presentation	December 15, 1999
Define Problems, Existing and Planned Systems	February 16, 2000
Review and Update User Service Focus	April 19, 2000
Identify and Screen ITS Market Packages	April 19, 2000
Develop Regional ITS Architecture	May 17, 2000
Define Operational and Implementation Strategies	June 21, 2000
Develop ITS Implementation Plan	June 21, 2000
Develop ITS Telecommunication Plan	July 19, 2000
ITS Evaluation Plan	July 19, 2000
ITS Training and Capacity Building Plan	June 21, 2000
Draft Final Report	August 16, 2000
Executive Summary	August 16, 2000
MAG Presentations	October 31, 2000
Final Report	November 30, 2000
Project Meetings	November 30, 2000

5. DELIVERABLES

Each Technical Memorandum (TM) will present information in a succinct manner utilizing tables, matrices and drawings. An administrative draft and an executive summary of each TM will be submitted in electronic format to the MAG project manager for review at least ten-days prior to its presentation to the Steering Committee. Any comments received from the MAG project manager will be incorporated into the TM by the CONSULTANT before hard copies are distributed to the RISG. A minimum of two weeks will be provided for review of draft TMs by RISG members. Combined comments received from the MAG Project Manager will be incorporated into the TM one-time by the CONSULTANT. Each finalized TM document will be made available to the RISG at the following meeting.

CONSULTANT shall condense each TM to form a chapter in the Draft Final Report. A three-week period will be provided to review the Draft Final Report. The Final Report and the Executive Summary will be delivered at least two weeks prior to the MAG Transportation Review Committee presentation. One camera-ready original, one copy in electronic format and 100 bound copies of the Final Report with Executive Summary, plus 100 additional copies of the Executive Summary will be delivered.

Thirty (30) copies of all draft and final versions of TMs and executive summaries shall be delivered for distribution at RISG meetings. One electronic version of all final products will be delivered to the MAG project manager. The format for electronic text files shall be Microsoft Word 97 or Wordperfect 7.0.

The following is a list of technical memoranda that will be produced as part of the *MAG ITS Strategic Plan Update*.

- TM No. 1:** Revised Scope of Work
Stakeholder Involvement Plan
Final Project Schedule
List of Deliverables
Final ITS Vision and Mission Statements
- TM No. 2:** A two-page introduction to the multimedia presentation on an Overview of ITS
A prototype of the presentation
One hundred (100) copies of the media
- TM No. 3:** Regional transportation goals and objectives
Inventory of existing and planned multimodal transportation systems
Opportunities for ITS deployment and integration
- TM No. 4:** Updated list of applicable ITS user services for the MAG region
A list of user service objectives, performance criteria and measures of effectiveness
Integrated User Service Plan
- TM No. 5:** Regional ITS Architecture
- TM No. 6:** Regional ITS Implementation Plan
Operational and Implementation Strategies
Potential structure for regional collaboration
Potential funding sources for operation and maintenance
Procedures for handling operational issues
- TM No. 7:** Regional ITS Telecommunications Plan
- TM No. 8:** ITS Project Evaluation Plan
- TM No. 9:** ITS Training and Capacity Building Plan
- Draft Final Report:** A complete summary of all technical memoranda
- Executive Summary:** A four-page summary (see Newsletters below)

MAG Presentations:

A total of five formal presentations of the project progress and final results to MAG Transportation Review Committee, MAG Management Committee and MAG Regional Council

Final Report:

Final Report will address any comments received from MAG

In addition to the above technical memoranda, the project team will produce four newsletters as part of the public outreach and

- Newsletter #1
- Newsletter #2
- Newsletter #3
- Newsletter #4 – Executive Summary

Other project deliverables will include:

- Project web page (to reside on the MAG web page at www.mag.maricopa.gov)
- Meeting minutes and RISG presentations
- Project hotline



APPENDIX A

- Kick-off Presentation
- Questionnaire
- Stakeholder Database



Kick-off Presentation



Questionnaire



Stakeholder Database